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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST YEAR EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- Nearly 41.8 million major appliances were shipped in 1985, beating the previous record by more than 2.3 million units, reports the Association of Home Appliance Manufacturers (AHAM).

1985 was a second consecutive record year for the industry, with shipments 6% greater than in 1984. Unexpectedly strong shipments in the fourth quarter, up 7.1%, drove year-end shipments to exceed the industry's forecast made as late as August.

December and fourth-quarter shipments also hit record highs of 2.9 million and 10.1 million units respectively, again surpassing the previous records established in 1984 for these periods.

One-fourth of 1985's shipments were microwave ovens (10.8 million units), representing the largest annual shipment in history of any major appliance product category. Shipments increased by 19% over the record set in 1984.

Food disposers also established a new annual record of 4.1 million units, for a small gain over the previous record of one year earlier.

1985 was a winning year in several more ways.

* Monthly shipments hit all-time highs in every month except February and June, which were second-best months respectively.

MORE

(In ten of the 12 months, shipments exceeded 3.2 million units.)

* A monthly shipment (in May) surpassed 4 million units for the first time ever in history.

* Each quarter's shipments hit record levels -- 10.2 million, 11.5 million, 9.9 million and 10.1 million units respectively.

1985 ended on a strong note with all major categories showing fourth-quarter increases except home comfort appliances. Food preservation appliances were up 11.4%; home laundry products, up 10.4%; cooking appliances, up 7.6%; and kitchen cleanup products, up 3.2%.

December shipments showed especially strong increases for: refrigerators, up 18.8%; electric ranges, up 15.7%; automatic washers, up 14.2%; dishwashers, up 15.8%; and dryers, up 10.3%.

According to the current forecast, the appliance industry expects two more strong years, with shipments reaching 40 million units in 1986 and 39.8 million units in 1987.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December 1985

	December 1985	December 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change	Calendar Quarter 1985	Calendar Quarter 1984	% Change
ALL MAJOR APPLIANCES**	**2,984.3**	**2,888.3**	**+ 3.3%**	**41,796.8**	**39,444.2**	**+ 6.0%**	**10,115.9**	**9,446.6**	**+ 7.1%**
COOKING - TOTAL	**1,110.1**	**1,158.5**	**- 4.2**	**13,820.5**	**11,985.2**	**+15.3**	**3,934.3**	**3,656.9**	**+ 7.6**
ELECTRIC RANGES - TOTAL	255.3	220.7	+15.7	3,141.7	3,073.5	+ 2.2	836.0	760.1	+10.0
Free Standing	213.0	180.6	+17.9	2,567.5	2,496.1	+ 2.9	686.7	623.3	+10.2
Built-In	42.3	40.1	+ 5.5	574.2	577.5	- 0.6	149.3	136.8	+ 9.1
MICROWAVE OVENS/RANGES	871.3	953.0	- 8.6	10,883.0	9,132.2	+19.2	3,151.6	2,951.9	+ 6.8
HOME LAUNDRY - TOTAL	**702.2**	**624.5**	**+12.4**	**9,192.1**	**8,732.9**	**+ 5.3**	**2,396.1**	**2,169.6**	**+10.4**
AUTOMATIC WASHERS	389.1	340.7	+14.2	5,278.5	5,048.6	+ 4.6	1,322.2	1,195.1	+10.6
DRYERS - TOTAL	313.1	283.8	+10.3	3,913.5	3,684.3	+ 6.2	1,073.8	974.5	+10.2
Electric	244.9	221.4	+10.6	3,079.8	2,930.6	+ 5.1	834.9	769.1	+ 8.6
Gas	68.1	62.4	+10.2	833.7	753.6	+10.6	238.9	205.3	+16.4
KITCHEN CLEAN UP - TOTAL	**613.0**	**576.6**	**+ 6.3**	**7,857.6**	**7,757.7**	**+ 1.3**	**1,996.5**	**1,935.4**	**+ 3.2**
DISPOSERS	303.0	305.3	- 0.8	4,105.0	4,084.6	+ 0.5	1,001.5	1,037.2	- 3.4
DISHWASHERS - TOTAL	293.8	253.8	+15.8	3,575.4	3,490.7	+ 2.4	948.5	849.0	+11.7
Built-In	267.1	228.8	+16.7	3,327.2	3,245.1	+ 2.5	875.0	777.8	+12.5
Portable	26.7	24.9	+ 7.2	248.2	245.6	+ 1.1	73.5	71.2	+ 3.2
COMPACTORS	16.2	17.5	- 7.4	177.2	182.4	- 2.9	46.5	49.2	- 5.5
FOOD PRESERVATION - TOTAL	**472.3**	**405.0**	**+16.6**	**7,316.4**	**7,274.8**	**+ 0.6**	**1,631.5**	**1,465.0**	**+11.4**
REFRIGERATORS	397.6	334.7	+18.8	6,089.5	5,994.1	+ 1.4	1,391.0	1,227.7	+13.3
FREEZERS - TOTAL	74.7	70.3	+ 6.3	1,235.8	1,280.7	- 3.5	240.5	237.3	+ 1.4
Chest	38.9	32.9	+18.2	634.2	649.6	- 2.4	123.4	110.1	+12.1
Upright	35.8	37.5	- 4.5	601.6	631.1	- 4.7	117.1	127.2	- 7.9
HOME COMFORT - TOTAL	**86.7**	**123.7**	**-29.9**	**3,610.3**	**3,693.8**	**- 2.3**	**157.6**	**219.7**	**-28.3**
ROOM AIR CONDITIONERS	76.7	113.4	-32.4	3,021.9	3,102.8	- 2.6	140.0	200.1	-30.0
DEHUMIDIFIERS	10.0	10.3	- 2.9	588.4	591.0	- 0.4	17.6	19.6	-10.2
GAS RANGES***	**155.7**	**151.2**	**+ 3.0**	**1,826.5**	**1,732.1**	**+ 5.5**	**503.7**	**450.5**	**+11.8**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.